

FORM PTO 14 (Modified)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	DOCKET NO. 6000-015-52(C1)	SERIAL NO. 10/659,080
	APPLICANT Denis KHOO, et al		
	LIST OF REFERENCES CITED BY APPLICANT (Use Several Sheets if Necessary)	FILING DATE 9/10/2003	GROUP ART UNIT 3629

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
/J.M./	AA	2001/0003845	6/2001	Tsukamoto			
	AB	2001/0021994	9/2001	Nash			
	AC	2002/0083444	6/2002	Blasko			
	AD	2002/0144153	10/2002	Levine			
	AE	RE 36,801	8/2000	Logan			
	AF	4,745,549	5/1998	Hashimoto			
	AG	4,789,863	7/1996	Bush			
	AH	4,947,429	8/1990	Bestler			
	AI	4,995,078	2/1991	Monslow			
	AJ	5,075,771	12/1991	Hashimoto			
	AK	5,130,792	7/1992	Tindell			
	AL	5,155,591	10/1992	Wachob			
	AM	5,367,330	11/1994	Haave			
	AN	5,371,551	12/1994	Logan			
↓	AO	5,446,919	8/1995	Wilkins			
	AP	5,459,506	10/1995	Bushnell			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB CLASS	TRANSLATION YES	NO
	AQ							
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

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EXAMINER /Junior Mendoza/ DATE CONSIDERED 09/04/2007

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FORM PTO 1449
 (Modified) U.S. DEPARTMENT OF
 COMMERCE
 PATENT AND TRADEMARK
 OFFICE

DOCKET NO.

6000-015-52(C1)

SERIAL NO.

10/659,080

APPLICANT

Denis KHOO, et al.

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3629

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
/J.M./	AA	5,479,508	12/1995	Bestler			
	AB	5,483,472	1/1996	Overman			
	AC	5,508,731	4/1996	Kohorn			
	AD	5,532,735	7/1996	Blahut			
	AE	5,572,442	11/1996	Schulhof			
	AF	5,600,364	2/1997	Hendricks			
	AG	5,604,542	2/1997	Dedrick			
	AH	5,610,653	3/1997	Abecassis			
	AI	5,616,876	4/1997	Cluts			
	AJ	5,621,456	4/1997	Florin			
	AK	5,640,022	6/1997	Ruppert			
	AL	5,721,827	2/1998	Logan			
	AM	5,724,521	3/1998	Dedrick			
	AN	5,732,216	3/1998	Logan			
	AO	5,734,720	3/1998	Salaganicoff			
↓	AP	5,745,710	4/1998	Clanton			

FOREIGN PATENT DOCUMENTS

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I/J.M./	AA	5,752,238	5/1998	Dedrich			
	AB	5,758,259	5/1998	Lawler			
	AC	5,761,683	6/1998	Logan			
	AD	5,781,909	7/1998	Logan			
	AE	5,794,210	8/1998	Goldhaber			
	AF	5,801,747	9/1998	Bedard			
	AG	5,802,299	9/1998	Logan			
	AH	5,838,314	11/1998	Neel			
	AI	5,848,396	12/1998	Gerace			
	AJ	5,848,397	12/1998	Marsh			
	AK	5,861,881	1/1999	Freeman			
	AL	5,861,906	1/1999	Dunn			
	AM	5,892,536	4/1999	Logan			
	AN	5,931,901	8/1999	Wolfe			
	AO	5,986,692	11/1999	Logan			
↓	AP	6,002,393	12/1999	Hite et al.			

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I/J.M./	AA	6,012,080	1/2000	Ozden			
	AB	6,020,912	2/2000	DeLang			
	AC	6,026,376	2/2000	Kenney			
	AD	6,029,045	2/2000	Picco			
	AE	6,057,872	5/2000	Candelore			
	AF	6,088,455	8/2000	Logan			
	AG	6,088,722	7/2000	Herz			
	AH	6,101,483	8/2000	Petrovich			
	AI	6,131,087	10/2000	Luke			
	AJ	6,177,931	1/2001	Alexander			
	AK	6,199,073	3/2001	Logan			
	AL	6,211,901	4/2001	Imajima			
	AM	6,216,129	4/2001	Eldering			
	AN	6,237,145	5/2001	Narashimhan			
	AO	6,246,997	6/2001	Cybul			
↓	AP	6,324,338	11/2001	Wood			

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/J.M./	AA	6,324,519	11/2001	Eldering			
	AB	6,366,100	1/2002	Yamada			
	AC	6,386,450	5/2002	Ogasawara			
	AD	6,457,010	9/2002	Eldering			
	AE	6,477,704	11/2002	Cremia			
	AF	6,484,146	11/2002	Day			
	AG	6,526,577	2/2003	Kudsen			
↓	AH	6,571,279	5/2003	Herz et al.			
	AI	6,571,390	5/2003	Dunn			
/J.M./	AJ	6,668,377	12/2003	Dunn			
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	AO						
	AP						

FOREIGN PATENT DOCUMENTS

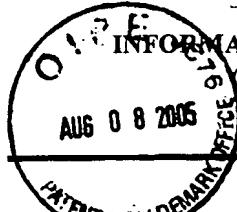
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INFORMATION DISCLOSURE CITATION
(Use several sheets if necessary)
Docket Number (Optional)
6000-015-52(P1)
Application Number
10/659,080
Applicant(s)
Denis KHOO, et al.
Filing Date
9/10/2003
Group Art Unit
3629
U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
/J.M./	AA	5,818,512	4/4/97	Fuller			
/J.M./	AB	6,571,216	1/14/00	Garg			
	AC						
	AD						
	AE						

U.S. PATENT APPLICATION PUBLICATIONS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AF						
	AG						
	AH						
	AI						

FOREIGN PATENT DOCUMENTS

REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						YES	NO
/J.M./ AJ	WO 00/33228	6/8/00	PCT				
/J.M./ AK	WO 00/64165	10/26/00	PCT				
	AL						
	AM						
	AN						

OTHER DOCUMENTS
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INFORMATION DISCLOSURE
STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	10/659,080
Filing Date	9/10/2003
First Named Inventor	Denis KHOO, et al.
Art Unit	3629
Examiner Name	Unknown

Sheet 1

of 1

Attorney Docket Number 6000-001-52(C1)

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/J.M./	AA	us-5,619,249	4/8/1997	Billock et al.	
	AB	us-5,724,521	3/3/1998	Dedrick	
	AC	us-5,732,216	3/24/1998	Logan	
	AD	us-5,734,853	3/31/1998	Hendricks et al.	
	AE	us-5,754,939	5/19/1998	Herz et al.	
	AF	us-6,005,561	12/21/1999	Hawkins et al.	
	AG	us-6,411,992	6/25/2002	Srinivasan et al.	
	AH	us-6,463,585	10/8/2002	Hendricks et al.	
	AI	us-6,505,240	1/7/2003	Blumenau	
	AJ	us-6,594,825	7/15/2003	Goldschmidt Iki et al.	
	AK	us-6,698,020	2/24/2004	Zigmond et al.	
	AL	us-6,799,327	9/28/2004	Reynolds et al.	
	AM	us-6,816,628	11/9/2004	Sarachick et al.	
	AN	us-6,820,277	11/16/2004	Elderding et al.	
/J.M./	AO	us-6,868,415	3/15/2005	Kageyama et al.	
	AP	us-			
	AQ	us-			
	AR	us-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
		Country Code ³ "Number ⁴ "Kind Code ⁶ (if known)				
/J.M./	AS	EP 0355697	2/28/1990	Baji et al.		
/J.M./	AT	WO 9937045	7/22/1999	Eyer, et al.		
/J.M./	AU	WO 9950778	10/7/1999	Slade		
/J.M./	AV	WO 0043892	7/27/2000	Galuten		
	AW					

Examiner Signature

/Junior Mendoza/

Date Considered

09/04/2007

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	10/659,080
Filing Date	September 10, 2003
First Named Inventor	Denis KHOO et al.
Art Unit	2635
Examiner Name	James R. Sinars

Sheet 1 of 2 Attorney Docket Number 6000-001-52 CONT

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if any)			
/J.M./		US -5,034,807	7/1/1991	Von Kohorn	
		US -5,283,734	2/1/1994	Von Kohorn	
		US -5,319,455	6/1/1994	Hoarty et al.	
		US -5,488,423	1/1/1996	Walkingshaw et al.	
		US -5,515,270	5/1/1996	Weinblatt	
		US -5,640,002	6/17/1997	Ruppert et al.	
		US -5,759,101	6/1/1998	Von Kohorn	
		US -5,774,170	6/1/1998	Hite	
		US -5,774,870	6/1/1998	Storey	
		US -5,806,045	9/1/1998	Biorge et al.	
		US -5,832,457	11/1/1998	O'Brien et al.	
		US -5,915,243	6/1999	Smolen	
		US -5,926,624	7/20/1999	Katz et al.	
		US -5,929,850	7/1999	Broadwin et al.	
		US -5,978,013	11/1/1999	Jones et al.	
		US -6,282,293	8/2001	Itoh et al.	
		US -6,282,713	8/2001	Kitsukawa et al.	
		US -6,446,261	9/1/2002	Rosser	
		US -6,553,178	4/1/2003	Abecassis	
		US -6,738,978	5/1/2004	Hendricks et al.	
		US -2002/0194143	12/1/02	Banerjee et al.	
		US -7,003,486	2/1/06	Condamoor et al.	
		US -6,904,449	6/1/05	Quinones	
		US -6,703,934	3/1/04	Nijman et al.	
		US -7,080,030	7/1/06	Eglen et al.	
		US -6,075,971	6/1/00	Willians et al.	
		US -5,483,276	1/1/96	Brooks et al.	
		US -5,500,681	3/1/96	Jones	
		US -5,564,073	10/1/96	Takahisa	
		US -5,264,933	11/23/93	Rosser	
		US -5,524,195	6/4/96	Clanton	
		US -5,541,638	7/30/96	Story	
		US -5,684,918	11/1/97	Abecassis	
/J.M./		US -5,937,329	8/10/99	Helmy	
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Substitute for form 1449A/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	10/659,080
(Use as many sheets as necessary)				Filing Date	September 10, 2003
				First Named Inventor	Denis KHOO et al.
				Art Unit	2635
				Examiner Name	James R. Sinars
Sheet	2	of	2	Attorney Docket Number	6000-001-52 CONT

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ²
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
/J.M./	WO 99/04561	1/28/1999	Alexander			
/J.M./	WO 02/084502	10/24/2002	Cristofalo et al.			
Examiner Signature				Date Considered		

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NON PATENT LITERATURE DOCUMENTS				
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/J.M./		Masih, Rumi. "An empirical analysis of the demand for commercial television advertising," Applied Economics, 32, 2, 149(1), February 1999.		
/J.M./		"Major challenge for banks", Retail Banker International, pNA, June 3, 1999, DIALOG(R)File 16, Record # 06418141.		
Examiner Signature	/Junior Mendoza/	Date Considered	09/04/2007	

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Substitute for form 1449A/PTO				Complete if Known	
				Application Number	10/659,080
				Filing Date	September 10, 2003
				First Named Inventor	Denis KHOO et al.
				Art Unit	2635
				Examiner Name	James R. Sinars
Sheet	1	of	1	Attorney Docket Number	6000-001-52 CONT

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/J.M./		US -5,758,072	5/26/1998	Filepp et al.	

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		Country Code ³ Number ⁴ Kind Code ⁵ (if known)			
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Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ²
/J.M./		Balabanovic et al. "Fab: Content-Based, Collaborative Recommendation," <i>Communications of the ACM</i> , Vol. 40, No. 3, March 1997.			
Examiner Signature	/Junior Mendoza/		Date Considered	09/04/2007	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	10/659,080
				Filing Date	September 10, 2003
				First Named Inventor	Denis KHOO et al.
				Art Unit	2635
				Examiner Name	James R. SINARS
Sheet	1	of	1	Attorney Docket Number	6000-001-52 Cont

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		Country Code* Number* Kind Code* (if known)				

Examiner Signature	/Junior Mendoza/	Date Considered	09/04/2007
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	10/659,080
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Art Unit	2635
Examiner Name	James R. Sinars

Sheet	12	of	2	Attorney Docket Number	6000-001-52 Cont
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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/J.M./		Samuelson, Paul A. and Nordhaus, William D., "Economics", 12th ed. (New York: McGraw-Hill, 1985): 59-72	
Examiner Signature	/Junior Mendoza/	Date Considered	09/04/2007

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